Breastfeeding Benefits:
- Protects against infection
- Reduces chronic disease risk
- Reduces allergies
- Prevents overweight and obesity
- Aids in development
- Maternal-infant bonding
- Improves maternal health
- Saves money

Breastfeeding Cost Savings

<table>
<thead>
<tr>
<th>Disease</th>
<th>50% Exclusive Breastfeeding for 6 months</th>
<th>National SAVINGS in Dollars/Year ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIDS</td>
<td>4.7 Billion</td>
<td></td>
</tr>
<tr>
<td>Necrotizing Enterocolitis</td>
<td>2.9 Billion</td>
<td></td>
</tr>
<tr>
<td>Pneumonia/Lower Respiratory Infection</td>
<td>2.3 Billion</td>
<td></td>
</tr>
<tr>
<td>Otitis Media (Ear Infections)</td>
<td>0.9 Billion</td>
<td></td>
</tr>
<tr>
<td>Childhood Obesity</td>
<td>0.6 Billion</td>
<td></td>
</tr>
<tr>
<td>Childhood Asthma</td>
<td>0.6 Billion</td>
<td></td>
</tr>
<tr>
<td>Gastroenteritis</td>
<td>0.2 Billion</td>
<td></td>
</tr>
<tr>
<td>Leukemia</td>
<td>0.1 Billion</td>
<td></td>
</tr>
<tr>
<td>Type 1 Diabetes</td>
<td>0.1 Billion</td>
<td></td>
</tr>
<tr>
<td>Potential Cost Savings</td>
<td>$12,000,000,000 per year</td>
<td></td>
</tr>
</tbody>
</table>

Healthy People 2020
- 81.9% of infants should be breastfed in the early postpartum period.
- 60.6% should continue through 6 months.
- 34.1% should continue through 1 year.

Healthy People 2020 Objectives
- Worksite lactation programs: ↑ To 38%
- Breast-fed newborns receiving formula: ↓ By 15.6%
- Live births in facilities providing recommended lactating care: ↑ To 8.1%
Nursing Homes
Show mothers how to breastfeed and maintain lactation even if separated from their infants.

Civic Groups CHCs
♦


Tribal Health Schools
Mental Health Drug Treatment
Hospital routines to encourage and support exclusive BF should be based on the World Health Organization (WHO)/UNICEF "Ten Steps to Successful Breastfeeding".

Urban Planning
DE White
Give newborn infants no food or drink other than breast-milk, unless medically indicated.

Encourage breastfeeding on demand.

Hospitals EMS
11

Practice "rooming-in." Allow mothers and infants to remain together 24 hours a day.

FD Black
Doctors
Early Postpartum
Length of Time Breastfed

DE
MD
PA
VA
MD
DE

% of Women BF

1 Year

Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

MD
PA
VA
MD
DE

% of Women BF

1 Year

Exclusive BF for 6 months
Continuation of BF for 1 year or longer.
Monitor infant growth with World Health Organization Growth Curve Standards.
Hospital routines to encourage and support exclusive BF should be based on the World Health Organization (WHO)/UNICEF “Ten Steps to Successful Breastfeeding”.
Pediatricians should serve as breastfeeding advocates and not delegate this role to staff or non-medical lay volunteers.

Community Centers
Inform all pregnant women about the benefits and management of breastfeeding.

MD
PA
VA
MD
DE

% of Women BF

1 Year

Give no artificial teats or pacifiers to breastfeeding infants.

U.S.
PA
VA
MD
DE

% of Women BF

1 Year

The 10 Steps to Successful Breastfeeding

- Have a written breastfeeding policy that is routinely communicated to all health care staff.
- Train all health care staff in skills necessary to implement this policy.
- Inform all pregnant women about the benefits and management of breastfeeding.
- Help mothers initiate breastfeeding within a half-hour of birth.
- Show mothers how to breastfeed and maintain lactation even if separated from their infants.


The 10 Steps to Successful Breastfeeding

- Give newborn infants no food or drink other than breast-milk, unless medically indicated.
- Practice “rooming-in.” Allow mothers and infants to remain together 24 hours a day.
- Encourage breastfeeding on demand.
- Give no artificial teats or pacifiers to breastfeeding infants.
- Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Baby Friendly Hospital Initiative

♦ A global program sponsored by the WHO and UNICEF.
♦ Encourages and recognizes hospitals and birthing centers that offer an optimal level of care for infant feeding.
♦ Assists hospitals in giving mothers information, confidence and skills to successfully initiate and continue breastfeeding their babies or feeding formula safely.
♦ Gives special recognition to hospitals that promote breastfeeding.

10 Reasons to become Baby Friendly

10. Supports the First Lady’s “Let’s Move” recommendation that hospitals and health care providers use maternity care practices that empower new mothers to breastfeed.
9. Improve the CDC’s Maternity Practices in Infant Nutrition and Care (mPINC) score for facilities.
8. Support the Healthy People 2020 goals.
7. Supports Surgeon General’s Call to Action.
6. Upholds the National Prevention Strategy.

Source: Baby Friendly Hospital Initiative USA, www.babyfriendlyusa.org

14

13

12

11

10

9

8

7

6

5

4

3

2

1

Baby Friendly Hospitals

in the U.S.

Source: http://www.babyfriendlyusa.org

15

16

17

18

Baby Friendly Hospital Initiative

In Delaware

♦ 4 out of 6 hospitals in Delaware are committed to the process.
♦ 3 -- Beebe and Bayhealth (Milford and Kent) -- are over halfway through the process.

The Business Case for Breastfeeding

♦ Provides details of benefits to the employer and toolkits for creation of lactation programs.
♦ For every $1 spent towards a lactation support program there is a $2-$3 return.
♦ Employers provide “reasonable break time” for nursing mothers and non-bathroom areas to pump during their work day.
**WIC Breastfeeding Peer Counselors**

- Provides seamless support and encouragement of all WIC mothers from pregnancy through delivery and discharge
- Addresses barriers
  - Electric breastpumps
  - Cover-me wraps
- Increases in breastfeeding rates among WIC clients:
  - Breastfeeding initiation among WIC clients has increased from 35% in 2005 to 64% in 2010
  - Exclusive breastfeeding has increased from 34% in 2005 to 43% in 2010

"Many barriers exist for mothers who want to breastfeed, they shouldn’t have to go it alone."

“Whether you’re a clinician, a family member, a friend, or an employer, you can play an important part in helping mothers who want to breastfeed.”

- Surgeon General Regina M. Benjamin, MD, MBA

**A Healthier Delaware Begins with Breastfeeding**

Work together as partners in the public health system.

For more information

- Our website: [www.dhss.delaware.gov/dhss/dph](http://www.dhss.delaware.gov/dhss/dph)
- Contact us:
  - Karyl Rattay, MD, MS
    302-744-4700, Karyl.Rattay@state.de.us
  - Lisl Phelps, RN, MSN
    302-424-7130, Lisl.phelps@state.de.us
  - Macy Helminiak, RN, IBCLC
    302-424-7130, Macy.helminiak@state.de.us
  - Joanne White, MA, RD
    741-2913 Joanne.white@state.de.us

DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health